

Sonder  **PUBLIC
RELATIONS**

Crisis PR: How to Counter the Assault on Journalism & Media Credibility

PRESENTED BY
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The Attackers



How can you compete when your credibility is being attacked?

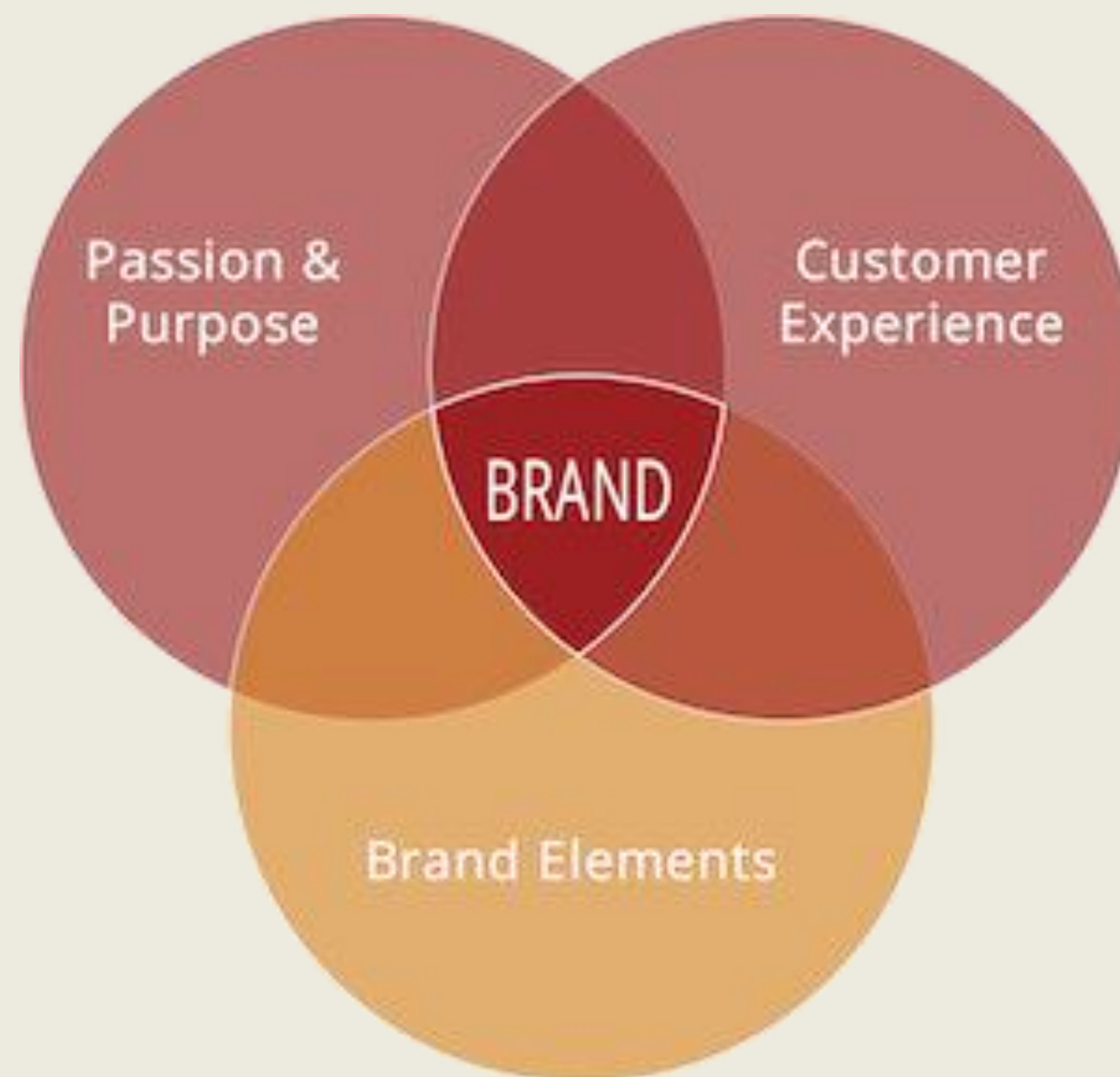


The power of your brand

“A brand is more than a name – it is the sum total of a consumer’s experiences with a recognizable product – and it is powerful.”

Source: Investopedia

What defines a brand?



How to find and position your brand?

- Know how you're perceived
- Does public perception match your mission?
- Conduct an independent, third-party survey
- Routinely seek out feedback

Launch a public relations campaign

Branding

Slogan

Key messages

Public relations strategy

Goal: To build and strengthen your newspaper's brand awareness, trust and credibility

- Be proactive and communicate consistently
- Educate and engage the community
- Promote successes
- Provide transparency in good times and bad

Educate and engage



Educate and engage

Role of newspapers

- Historical perspective
- How decisions are made
- How the news comes together and is disseminated

Ethics

- Mission, vision, values
- What ethics do reporters follow
- Educate on objectivity but acknowledge unconscious bias

What you can do today

- Newsroom tours
- Webinars
- Facebook Live editorial meetings
- Town hall meetings with reporters
- Reporter speaking engagements with community groups
- "Behind the Scenes" blog featuring reporter, editor, publisher commentary
- Newspaper Fact Sheet or infographic explaining sections and basic operations

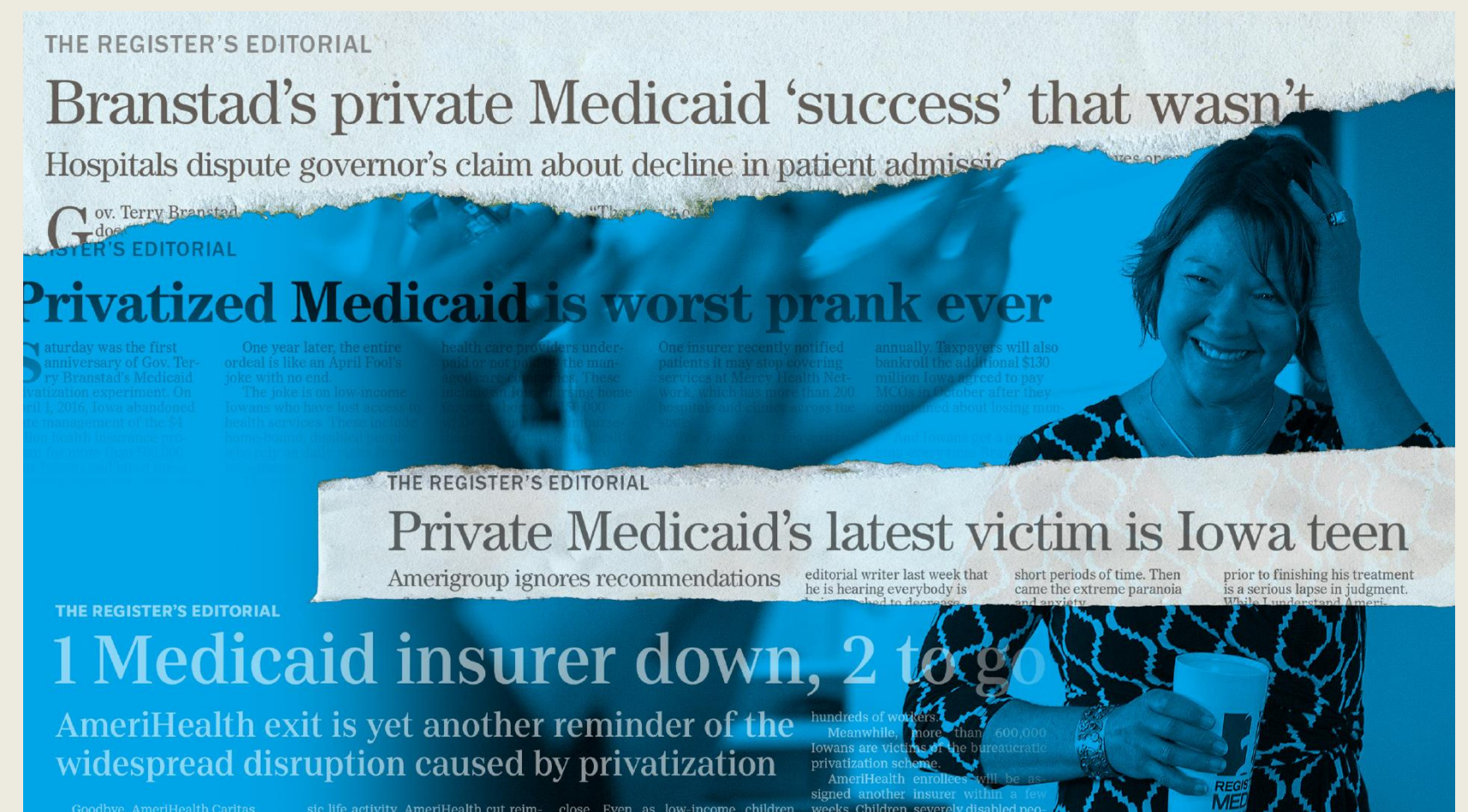
Promote successes

Impactful news articles

- Seize the opportunity to highlight news articles that result in positive public impacts
- What coverage has changed people's lives for the better?

Civil discourse responsibility

- Foster civil discourse and educate public that we are a more informed and productive society when committed to civility



Social media strategies

Encourage engagement

- Don't just push information out, pull it in
- Promote blog articles
- Provide explanation to reader comments about operations/decisions

Invite the public into your newsroom

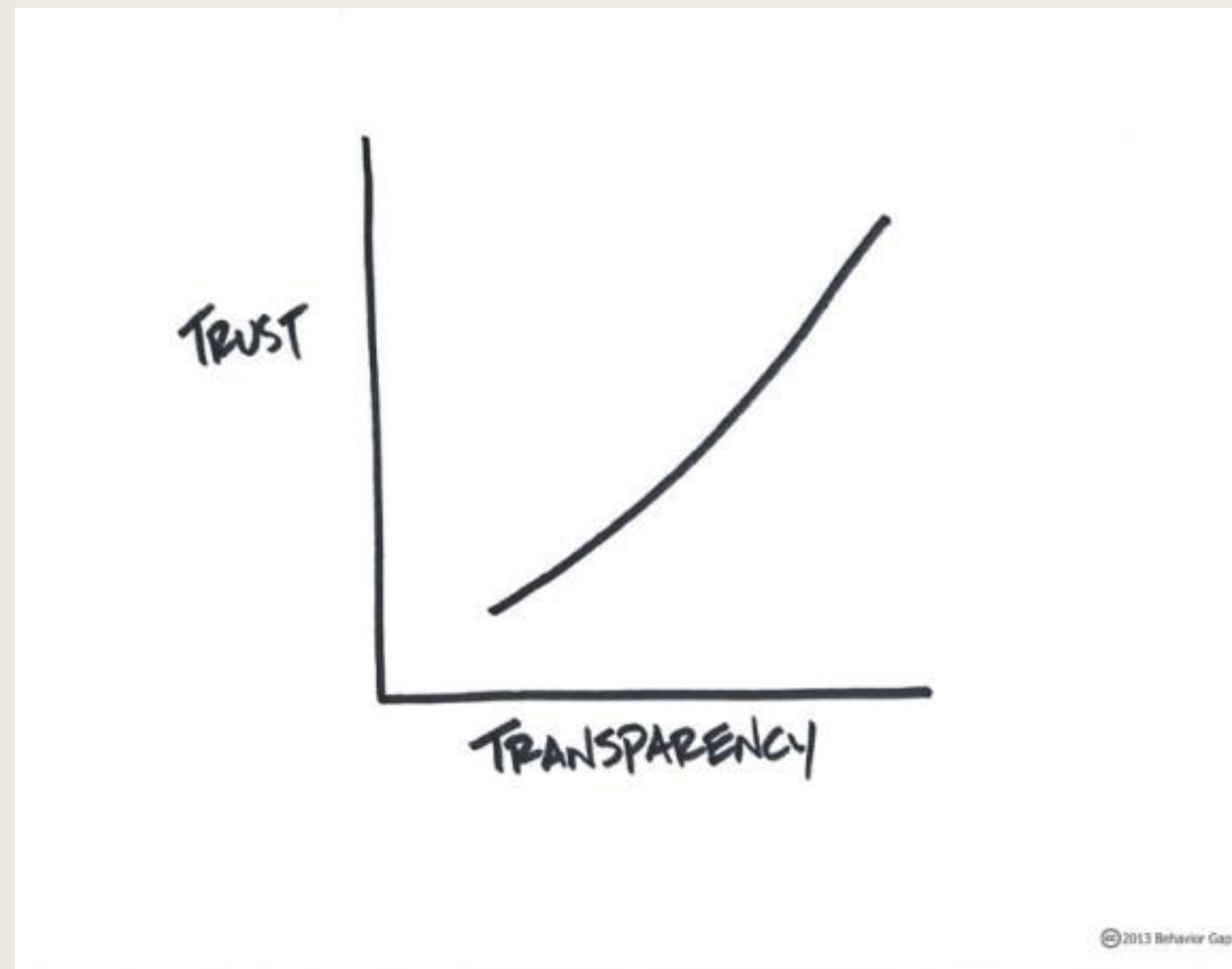
- Use Facebook Live to show how the newsroom works
- Feature video profiles of editors and reporters

Educate with online events

- Post video answers to reader questions
- Host Facebook live chats and other online events

Be present and engaged on social media so you can build a community of brand ambassadors

The critical role of transparency ... in good times and bad



Keys to managing a crisis

1. Evaluate the situation
2. Develop a plan to respond quickly
3. Identify a spokesperson
4. Be open and honest
5. Communicate with all stakeholders (employees, advertisers, readers, etc.)
6. Update often and monitor reaction

In conclusion, you can counter the attack

By proactively and consistently telling *your story* through:

Education
Engagement
Self-promotion
Transparency
Crisis management

Questions?

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